

***Farmers Market Promotion Program
Final Performance Report
For the Period September 30, 2014 – September 29, 2016***

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Program Summary:

The primary objective of *Rodale Institute's Organic Allentown Farmers' Markets* was to enhance access to affordable, local, organically grown products for two low-income neighborhoods in the City of Allentown, Pennsylvania: Jordan Heights and the west-end of the city while at the same time providing an additional outlet for local organic enterprises. This objective was accomplished by opening two direct-to-consumer farmers' markets that accepted cash, credit card, SNAP (Supplemental Nutrition Access Program) benefits and WIC (Women, Infants and Children) FMNP (Farmers' Market Nutrition Program) vouchers. Accepting SNAP benefits and WIC vouchers ensured that organic produce and other products were affordable for Allentown's low-income residents.

Concurrently, Rodale Institute (RI) was awarded a USDA FINI (Food Insecurity Nutrition Initiative) grant in 2015 that provided a Double SNAP incentive on any produce at the markets for residents utilizing these benefits. It is often difficult for producers to provide affordable access to fresh food in low-income communities while still supporting their own business; the Double SNAP incentive afforded SNAP users fifty percent off organic produce from any market vendor, increasing affordability and access to fresh organic food, while also creating additional consumers and income for other organic produce vendors without compromising product value. Moreover, our markets were a part of a larger RI initiative, *Organic Allentown*, with the goals of promoting urban, organic growing through demonstration models and educational programming;

operating and promoting the Organic Markets; serving as distribution points for Rodale Institute's Agriculture Supported Communities (ASC) farm-share program; providing cooking and nutrition education programming; facilitating organic growing education for Allentown Head Start and Elementary School students; and integrating Rodale Institute organic produce and Double SNAP incentive program into Allentown corner stores.

A secondary goal of the *Rodale Institute Organic Allentown Farmers' Markets* was to promote and develop our local, organic food and farm economy in the Lehigh Valley. Our markets proved to be an approachable environment for local, small organic farms and businesses to gain experience and access to direct-to-consumer market opportunities. There were over a dozen participating businesses - including transitioning and organic farms as well as value-added businesses such as baked goods and hygiene products. Rodale Institute acted as an umbrella organization to implement a market-wide token system for SNAP users creating an additional revenue stream for organic vendors who are not yet certified to accept SNAP for their products.

Thirdly, Rodale Institute's *Organic Allentown Farmers' Markets* provided a fun, family-friendly atmosphere for the residents of Allentown. The markets incorporated cooking demonstrations and nutrition education where shoppers could interact with chefs and nutritionists and ask them direct food questions. The markets also featured children's toys, games and entertainment such as face painters. Many shoppers were also avid home organic gardeners. Rodale Institute's ASC program interns educated shoppers about organic, planting, growing and harvesting of crops. In addition to traditional farm and value-added vendors, the markets included various community organizations that promoted their programming to local residents. Examples of community vendors include: the Allentown Public Library, the Bradbury-Sullivan LGBT Community Center and Turning Point Women's Shelter.

Lastly, *Rodale Institute's Organic Farmers' Markets* could not have been successful without the support of our community partners. St. Luke's Lutheran Church, the Allentown YMCA/YWCA and the Sacred Heart Healthcare Network collaborated with RI by serving as host sites for the organic markets. Community Action Development Corporation of Allentown's 7th Street Development and Jordan Heights neighborhood managers assisted with promotion and marketing. The Allentown Health Bureau provided mentoring to navigate the City's health codes and assisted with the Spanish translation of promotional materials. The Lehigh Valley Healthy Network sent mailers home with elementary students that included hours of operation and locations of markets. The offices of WIC and SNAP allowed for our posters to be hung in their lobbies, and WIC especially assisted with customer referrals to our markets. *Cooking Matters*, in partnership with Second Harvest Food Bank, and several other local chefs conducted a series of twelve consecutive cooking demonstrations at the market.

These cooking and nutrition classes educated over two-hundred and fifty individuals; the markets distributed over twenty thousand pounds of organic produce over the course of two seasons; SNAP usage tripled at the market over the two-year grant period; and we created new retail outlets for over a dozen local organic enterprises. These are some of our most impressive achievements.

Project Roles - Rodale Institute Organic Allentown Farmers' Market Staff and Community Partners:

Cynthia James, Agriculture Supported Communities (ASC) Program Manager, Rodale Institute

Ms. James and her ASC interns grew, harvested and processed the organic food that was sold at the organic markets. The idea for the organic markets arose from the ASC program when one of the interns, Heather Smith, had the idea to open an organic produce stand with the excesses of the farm-share program to provide more fresh, healthy, affordable options for the underserved population of Allentown. In 2013, a pop-up market started at St. Luke's Lutheran Church on 7th Street in Allentown, and the following year the community asked us to return. Ms. James set the pricing for our products; facilitated the acquisition of EBT machines; scheduled the inspection for our participation in the WIC FMNP program; and provided technical and material support to the market manager.

Jesse Barrett, Organic Allentown Program Manager, Rodale Institute

Mr. Barrett managed all aspects of the Organic Allentown Program including establishing organic farmers' markets, developing nutrition and cooking classes, promoting organic agriculture education, and managing market staff volunteers and interns. His work also included the marketing and promotion of Organic Allentown initiatives, developing community participation in programming, managing the operation of the organic farmers' market, and facilitating relationships between various civic, nonprofit, and private organizations.

Jeff Moyer, Executive Director, Rodale Institute

Mr. Moyer has worked at the Rodale Institute for over 40 years and is a successful organic farmer. He has directed organic research trials, developed innovative farming equipment, and is skilled in nurturing supportive organizational relationships. Mr. Moyer has been a resource and voice of support for Rodale Institute's Organic Farmers Markets to both the community and the press.

Rodale Institute Communications Department

Ms. Megan Kintzer (2015) and Ms. Diana Martin (2016), Directors of Communication, served as project coordinators and supported the market manager through various communication activities including media training and coordination, final design and edits of printed materials, and social media training and coordination. Rodale Institute Communications Specialists and interns also contributed material and technical support.

Rodale Institute Agriculture Supported Communities (ASC) Program and Garden Interns

There were approximately a dozen ASC and Garden interns who worked at the organic markets and assisted in various capacities of the program over the past two seasons.

Haley Stauffer and Deborah L. Martin, Rodale Institute Organic Allentown Farmers Markets Interns

Ms. Stauffer (2015) and Ms. Martin (2016) supported the market manager in various capacities from marketing to operations of market activities.

Leslie Talago, St. Luke's Church Parish Administrator

Ms. Talago was an ASC member and coordinated the first establishment of RI's Organic Market on 7th Street at the church for the first three seasons. Ms. Talago also assisted with promoting the market and site coordination.

Peter Lewnes, Main Street Manager for the 7th Street Development Committee (CADCA)

Mr. Lewnes assisted with promoting and marketing for the 7th Street market throughout the community and in their weekly 7th Street newsletter.

Jim Finchum and Margaretha Haeussler, C.E.O. and Board Member of the Allentown YMCA/YWCA

The Allentown YMCA/YWCA hosted RI's organic market site for two seasons. Mr. Finchum and Ms. Haeussler were the champions for establishing the market here and assisted with promoting the market and site coordination.

Noberto Dominguez and Sheila Alvarado, Community Action Development Corporation of Allentown (CADCA) Jordan Heights Neighborhood Managers

The CADCA neighborhood managers assisted with promoting the markets to the community, volunteering hours during the market operation and assisting with Spanish translations in person and of promotional materials.

Tina Amato and Alexandra Sodl, Allentown Health Bureau Nutrition & Physical Activity Manager and Public Health Dietician

Ms. Amato and Ms. Sodl assisted in promoting the organic markets, coordinating Spanish translation of promotional materials, and providing market volunteers from the Health Bureau and the community. The team at the Health Bureau also collaborated with Rodale Institute in designing and producing a seasonal cookbook that was used as an incentive for frequent market shoppers.

Holly Edinger, Sacred Heart Hospital Director of Community and Government Relations

Ms. Edinger assisted with promoting the market throughout the hospital to employees and clinic visitors as well as through community media relations. She was also the point person for market site coordination at Sacred Heart Hospital for the 2016 season.

Community Volunteers:

- **Market Volunteers:** Blake Altholtz, Amanda Abbey, Tim Allen, Milagro Serpas and Mike Macharsky
- **Cooking Demonstration Volunteers:** Tamara Robinson, Juli Roberts, Wendy Landiak, Kathleen Mobley, Ernie Justice, Marisa Wagner, Gloria Luzzatto, Karlene Fils-Aime, Ada Chandler, Jay Testa and Katrina McNulty.
- **Cooking Matters Staff:** Ainsley Benner, Carrie Spero and Kristina Parise

Goals and Objectives/Project Need:

The Allentown Organic Farmers' Markets project will enhance access to local, organically grown farm products for two Allentown neighborhoods by creating two new successful direct-to-

consumer market opportunities for regional farmers and farm product producers. The goals and objectives to realize this vision are as follows:

Goal 1: To enhance the food and farm economy in the Lehigh Valley by developing, improving, and marketing two urban organic farmers markets.

Objective 1. Develop a strategic plan, including a marketing plan, for each market.

Objective 2. Attract and retain five committed and three rotating vendors to each market.

Objective 3. Develop and deploy appropriate marketing materials for each market.

Objective 4. Develop, promote and deliver a series of market-based events for each site.

Goal 2: To enhance access to local, organic farm products in the low-income 7th Street neighborhood and in the low-income/low-access YMCA - YWCA neighborhood.

Objective 1. Deliver a seasonal all organic weekly farmers' market on 7th Street and at the YMCA-YWCA.

Objective 2. Accept EBT cards for SNAP and Farmers Market Nutrition Program vouchers.

Objective 3. Develop and deliver a series of market-product based cooking classes held at the 7th Street market.

Objective 4. Develop, promote and deliver an annual "Healthy Eating Challenge" for the YMCA – YWCA market.

Each of these goals and objectives is in direct alignment with the Farmers Market Promotion Program's (FMPP) mission of increasing access to, and consumption of, locally produced agricultural products while developing new market opportunities for farm operators by supporting the creation and expansion of two farmers' markets in low-income urban neighborhoods. These farmers' markets enabled direct producer to consumer sales of organically produced farm products from the surrounding region's rich agricultural base.

The USDA defines a food desert as an area in which residents must travel over a mile to purchase groceries or fresh foods. Our primary objective for Rodale Institute's Organic Allentown program was to help alleviate Allentown's food desert by creating access points for purchase of local, healthful, organic produce, and develop a culture of growing organic food in the City that will simultaneously support Lehigh Valley organic farms and businesses. Organic Allentown addressed the City's food security by creating access points for purchasing organic food, such as our two organic farmers' market locations, and a plan to institute organic produce in local corner stores and bodegas. Creating access to organic food is not enough to affect a population; there also needs to be an educational component. Organic Allentown educated residents on the benefits of organic agriculture for our personal health, and the health of our environment; provides cooking demonstrations and recipes; promotes nutrition education; and the importance of growing your own organic food for your family.

Activities by Objective/Accomplishments:

Goal 1: To enhance the food and farm economy in the Lehigh Valley by developing, improving and marketing two urban organic farmers' markets.

Objective 1: Develop a strategic plan, including a marketing plan, for each market.

We completed extensive verbal planning for the markets with our community partners and finalized a formal written strategic plan for each market that simultaneously addresses the viability of the project, and aligns the project goals with our marketing plan to engage various Allentown demographic populations. A copy of the strategic plan is available upon request.

The market manager worked closely with leadership at Rodale Institute as well as community stakeholders at the YMCA/YWCA, 7th Street Development Committee at CADCA and Sacred Heart Hospital to improve our strategic plans for both markets. One key observation was that operating both markets on the same day and time posed numerous operational challenges and restricted the population served. The market manager needed to utilize valuable time traveling between the markets on the same day instead of actively managing them during their hours of operation. The change in market location, day and time alleviated this challenge. In addition, operating the markets on two different days and times of the week allowed us to serve a larger portion of the community taking into consideration people's variable work and family scheduling conflicts. Based on feedback from customers, vendors and sales trends, a decision was made by RI Staff and community stakeholders to move the 7th Street market to an outdoor location at Sacred Heart Hospital, just a few blocks away but in a much more inviting open space, held on Thursday evenings. The market manager met with Sacred Heart stakeholders early in 2016 to plan the layout of the market before its inaugural season.

The overall strategic layout of the YMCA/YWCA market changed slightly in the 2016 season. The market was very successful in terms of attendance and sales in 2015; however in 2016, fewer additional vendors participated in the market. As such, the location was shifted closer to the main building in order to capture more foot traffic coming and going into the Y. In addition, we incorporated more consignment sales from local producers including an organic bakery and organic dairy producer. This arrangement was equally beneficial for local producers and customers; the business owners could sell their product without sacrificing valuable time that could be used at their home production facilities, and customers gained access to more diverse locally produced organic foods.

Vendor applications and vendor guidelines have been developed for the market as part of a full vendor application packet that will be required to complete before participation in the market. These vendor criteria ensures fair treatment and opportunities for all vendors, including, at minimum, requirement of certified organically produced farm products from the Lehigh Valley region. See Appendix 4.

The strategic and marketing plan evolved over the course of two seasons. The focus and highest priority of the first season was vendor recruitment for market participation. The biggest obstacle in recruiting vendors was that most farms and businesses already had previous seasonal commitments. In order to increase vendor participation, registration fees were waived for the first season. This did prove effective in the recruitment of two farms and nine businesses. It was especially attractive to farms and businesses that were in their first year of operation and helped them to enter the market sector for their product without much cost. RI implemented a marketing campaign that utilized local print, T.V. and radio organizations. A billboard/poster campaign was designed with Adams Outdoor, Co. at strategic traffic points in the City (see Appendix 2). Press releases of the markets' openings were also sent out to local media, which attracted the local television (Channel 69 WFMZ news) and our local newspaper (the Morning Call). See

Appendix 3 for media links. Lastly, the market manager promoted the markets regularly on the Facebook pages of the farmers' markets and Rodale Institute and encouraged customers to share the program through word of mouth to family, friends and colleagues. See Appendix 5.

The marketing plan was enhanced for the second season based on experiential successes and challenges with citywide promotion. The most recent Census information of Allentown's population is reportedly 42% Hispanic (United States Census Bureau 2010). The market was clearly not reaching this demographic as effectively as it could be based on observations and surveys conducted from the first season. The market manager researched the most effective media outlets for reaching underserved populations in this demographic, and then designed the media campaign around more Spanish speaking organizations for the second season. A two-month radio advertisement campaign was purchased with La Ola Radio, which is the most highly listened Spanish radio station in Pennsylvania. Cynthia James, Rodale Institute ASC Program Manager, and a Spanish speaking Rodale Institute Garden Intern, Laura Weller, were booked on a local, cable T.V. (RCN) show, *Nuestro Valle*, to describe our *Organic Allentown Farmers' Markets* and Rodale Institute internship opportunities to the audience. See Appendix 3 for media links. And we continued to build on media relationships initiated the previous season. RI's market manager did seek additional funding for the program through alternative revenue streams such as foundational grants and local business sponsorships; however as yet this endeavor has not been successful.

Objective 2: Attract and retain five committed and three rotating vendors to each market.

We exceeded this objective in the 2015 season. Participating vendors during the 2015 season included the following:

1. Rodale Institute – Certified Organic produce, eggs, meats and organic value-added products.
2. Monocacy Coffee Co. – Organic and Fair-Trade Coffee.
3. V-lish Vegan Food Co. – Organic soups and prepared foods.
4. Amurie Skin Care – Organic skin care and hygiene products.
5. Hermosa Soap Co. – Organic skin care and hygiene products.
6. Real Gardens Farm Stand – Transitioning local organic produce farm.
7. Patriot Farms – Transitioning local organic produce farm.
8. Made by Lino – Organic Desserts and Pastries.
9. The Baking Chicks – Organic and allergy friendly desserts.
10. Saxman Breads – Various organic and artisanal breads.
11. Cut-Co – Sells various kitchen cutlery and products.
12. Tim's Raised Beds – Consultation and construction of raised beds for home organic gardening.

In 2016, the market manager recruited two new vendors to participate in the markets: One transitioning organic farm and one value-added organic food vendor (everything from salads to desserts). Some of the 2015 vendors also continued to participate in the 2016 market season. These vendors included organic produce, coffee, pastries and desserts, and skin care products. In addition, two organic enterprises offered their products at the market through a consignment model. Valley Milkhouse delivered organic cheeses and yogurt to the farm on a weekly basis;

RI staff would bring the products to the market to sell without the farmer being present. The Wayfare Baker had a similar arrangement with fresh organic breads and other baked goods. The products were very popular at the market and offered additional variety for customers; meanwhile the producers did not have to spend the better part of an afternoon staffing the market stand. Another exciting addition to Rodale Institute's market product line this season was organic poultry, eggs, and pork raised at Rodale Institute. Organic eggs were one of the most requested items from our customers last year.

2016 New Vendors:

1. Wayfare Baker – Organic breads and baked goods.
2. Valley Milkhouse – Organic cheese and yogurts.
3. Lil' Miss Organic (rotating vendor) – Organic prepared foods including soups, salads, desserts, and juices.
4. Heaven's Honey (rotating vendor) – Organic honey and honey products.
5. Westford Sugarworks Organic Maple Farm – Organic maple syrup.

In 2016, vendor application packets and market guidelines (see Appendix 4) were distributed by email to conveniently reach more potential vendors. Lists from Buy Fresh, Buy Local of the Greater Lehigh Valley and Pennsylvania Certified Organic were used to identify potential vendors. Social media, web searches and calls for vendors through Rodale Institute's website were also effective strategies for securing new vendors.

In 2015, two mandatory meetings for the markets were held to discuss vendor guidelines, accepting SNAP benefits through the token system and addressing vendor concerns. The first meeting convened the week before the markets opened and another halfway through the 2015 season to address the main concern of vendors, which was lack of consistent customer traffic. In 2016, one informal vendor meeting was held on markets' opening day to kick off the season and explain how the EBT token system would function.

Organic Allentown Farmers' Markets Participating Vendors – Complete List:

Rodale Institute	The Baking Chicks	Lil' Miss Organic
Amurie Organics	Tim's Raised Beds	The Wayfare Baker
Patriot Farms	V-lish Vegan Food Co.	Valley Milkhouse
Real Gardens Farm Stand	Made by Lino	
Saxman Breads	CUTCO	
Hermosa Soap Co.	Heaven's Honey	
Monocacy Coffee Co.	Westford Sugarworks Organic Maple Farm	

Objective 3: Develop and deploy appropriate marketing materials for each market.

In 2015, Rodale Institute distributed over 500 flyers promoting the markets (see Appendix 2). Fliers were distributed at local businesses, restaurants, government offices, and professional buildings in the communities surrounding the markets, and distributed to the general public walking around the market sites.

For the 2015 season, the Rodale Institute Communications team designed two large banners (see Appendix 2) for each market designed to attract attention from people and traffic from the street.

Two large sandwich board signs in bright yellow that informed people that the markets accepted SNAP in both English and Spanish. Smaller signs were designed in-house that concentrated on communicating the Double SNAP and FMNP programs as well. A new logo was developed for *Organic Allentown* programming which incorporates an approved Rodale Institute logo but also creates unique branding for the markets. All flyers, signage and other forms of promotional communication were designed in both English and Spanish, with assistance from Allentown Health Bureau staff, to reach a wider audience of Allentown's population (See Appendix 2).

In 2016, promotional efforts for the markets continued by investing in various types signage for different venues with the goal of reaching a greater percentage of the local population. Large, glossy, bilingual, posters were printed for display at local businesses, churches, community groups and public assistance offices. The Allentown Art Museum donated design time and printing costs to create a post-card sized flyer. RI purchased yard signs that were placed on the lawns of the host sites. RI staff also distributed door hangers in the immediate neighborhoods around each market.

Rodale Institute's Organic Farmers' Markets received significant local media attention over the two years of operation. Adam's Outdoor Co. designed and produced three billboards for our markets that were strategically placed at high-traffic areas of the City (see Appendix 2). The local newspaper (The Morning Call) and extensively distributed magazine (Lehigh Valley Style) both wrote stories about the new organic markets. Several local radio stations also covered our markets including: WDIY (NPR), iHeart Radio and La Ola Radio. Lastly, local T.V. coverage included: WFMZ (Channel 69 News), PBS (Channel 39) and two local RCN Cable T.V. shows, Community Spotlight and Nuestro Valle. See Appendix 3 for media links.



Facebook pages dedicated to each market were also an integral part of successfully promoting the *Organic Allentown* programming through social media (see Appendix 5 and below). The Facebook pages served as a great resource to communicate special events, vendors and entertainment. More importantly they connected the community to the seasonal events and workings of the organic farm. Both Facebook pages had over one thousand followers and are still currently receiving “likes” daily. The most popular posts included images of our interns working with the crops that were about to be transported to the market. For the 2016 season, the market manager creatively utilized more video clips of events such as cooking demonstrations to pique public interest.

<https://www.facebook.com/rodaleinstituteallentownmarket/>
<https://www.facebook.com/rodaleinstituteorganicmarketon7th/>

Objective 4: Develop, promote and deliver a series of market-based events for each site.

Each week the farmers' markets offered musical entertainment of some form and often other participatory physical interaction for shoppers. The market became a venue for local acoustic musicians, singers, and college DJs. On the opening market day of the new Sacred Heart location in 2016, La Ola Radio broadcast live from the event publicizing the market to the Spanish speaking population in the neighborhood and throughout the region. If live musicians were not available the market provided lively music through a sound system for shoppers to enjoy. Other interactive artists included hula-hoopers, face painters and a massage therapist. All entertainers were given organic produce in exchange for the time they dedicated to the markets.

The most prominent of the market-based activities were the cooking and nutrition education demonstrations. In 2015, we conducted a twelve-week series of consecutive two-hour cooking demonstrations held at the 7th Street market. Volunteer cooks, professional chefs and nutritionists were recruited in partnership with Cooking Matters, a local no-profit organization that educates the public on healthful eating choices. Recipes were designed by the cooks to incorporate seasonal ingredients that could be found in the market into an easy-to-make delicious meal. Nutritionists added nutrition facts to help educate the public about the inherent vitamins, minerals, etc. present in fresh produce. Marisa Wagner, Rodale Institute Research Technician and Masters Candidate for Public Nutrition Education, assisted with the nutrition education to help her achieve needed public education hours for her degree.

The cooking demonstrations expanded in 2016 to include programming at both markets throughout the growing season. The partnership with Cooking Matters continued in the 2016 season to conduct 10 consecutive weekly demonstrations at the Sacred Heart market that included nutrition education components taught by Cooking Matters associate, Kristina Parise. We held eight consecutive weekly cooking demonstrations and nutrition education at the Y market as well. Volunteer cooks were still recruited from the residents and professional community. Cooking Matters was not able to assist with the demonstrations at the Y, however the recipes and nutrition information were utilized from the market earlier in the week. RI promoted these demonstrations through signage at the host sites and the Facebook pages.





Goal 2: To enhance access to local, organic farm products in the low-income 7th Street neighborhood and in the low-income/low access YMCA-YWCA neighborhood.

Objective 1: Deliver an all-organic weekly farmers' market at 7th Street and the YMCA-YWCA. Rodale Institute recruited a market manager, Jesse Barrett, to actively promote and manage all aspects of the *Rodale Institute Organic Farmers' Markets* and the overall *Organic Allentown* initiative. Mr. Barrett was born and raised in the Lehigh Valley, has a B.A. in sociology from William Paterson University of New Jersey, and has an accomplished career in restaurant and hospitality management in both corporate and private businesses. He is well versed in Spanish gained from managing high-volume kitchens in New Jersey. His food service background and experience was invaluable to navigate the health codes and laws for the public sale of food in Allentown, and he has a ServeSafe certification to ensure that the food safety of the market was managed in accordance with regulations.

A stakeholder advisory board was formed in order to guide the markets goals and mission. This board included the market manager, vendors, Community Action Development Corporation of the Lehigh Valley, the 7th St. Development Manager, the Jordan Heights Neighborhood Manager, and representatives from St. Luke's Lutheran Church and the C.E.O. of the YMCA/YWCA. It was under advisement of this board that the decision was made to move the location, day and time of the 7th Street market. The summer vendor meeting revealed strong opinions about location of the market. They found it to be hidden and uninviting, and there was no real growth in neighborhood participation from the previous season. Moreover, a chain grocery store opened right across the street from the market site, which called into question if this particular neighborhood was still food insecure. Sacred Heart Hospital had been hosting our ASC program and was the site with the highest farm-share membership. The advisory board agreed that combining the farmers' market with the most successful ASC site was the best way to support and encourage participation in both programs. So in 2016, the market was shifted from Saturdays, 10 am to 2 pm, on 7th Street to Thursdays, 3 pm – 6pm, at Sacred Heart Hospital Sigal Center.

For the 2015 season, Rodale Institute's Organic Market on 7th averaged fifty visitors. The food demonstrations at this site averaged eight participants and engaged almost one hundred residents over the season. The average sales for this market were two hundred seventy five dollars per week. Rodale Institute's Organic Farmers' Market at the Y averaged seventy-five visitors per week. The average sales of this market were three hundred sixty dollars per week.

For the 2016 season, Rodale Institute's Organic Farmers' Market at Sacred Heart averaged sixty visitors per week. The averaged sales for this market were three hundred eighty seven dollars per week. The food demonstrations averaged sixteen participants over ten consecutive weeks. Rodale Institute's Organic Farmers' Market at the Y averaged thirty-five visitors per week. The average weekly sales were two hundred fifty dollars. There were a total of eight cooking demos with an average of twelve participants per event.

Objective 2: Promote acceptance of SNAP and Farmers' Market Nutrition Program Vouchers.

One of the highest priorities of RI's Organic Farmers' Markets in Allentown was to reach low-income populations with limited access to fresh food. According to a 2015 American Community Survey, 26.5% of Allentown's population lives in poverty (United States Census Bureau 2010), and would qualify for SNAP or WIC assistance. RI Communications team and the market manager designed bilingual signs communicating that our markets accepted SNAP, participated in a Double SNAP incentive, and accepted the WIC FMNP vouchers. All advertisements for the markets included the SNAP logo and communicated our Double SNAP incentive.

RI also designed the infrastructure of the market to facilitate SNAP purchases for the customer as well as the vendor. At the RI farm stand, we tracked SNAP transactions and qualifying Double SNAP purchases (only produce purchased with SNAP qualifies for the incentive) through a specialized market SNAP redemption sheet. The market also implemented a token system where shoppers could redeem SNAP benefits from the RI farm stand, and receive tokens transferable to other market vendors to purchase their products. The wooden tokens showed a Rodale Institute logo and the value of the token (one dollar and five dollar increments). The token system allowed for vendors to accept SNAP dollars from our shoppers. None of the other vendors applied to accept SNAP benefits; through the market partnership, Rodale Institute was able to provide the process to increase vendor customer sales through alternative payment methods as well as increase access to diversified organic food to low-income populations. Most of our participating vendors were in their first or second season of their businesses, and applying for accepting SNAP benefits was not the highest priority.

In 2015, Rodale Institute matched one thousand dollars in SNAP market sales thanks to a USDA Food Insecurity Nutrition Initiative (FINI) grant. This means that people utilizing SNAP to purchase our organic produce were given a dollar-for-dollar incentive. Some guests preferred to think about the incentive as getting fifty percent off of their purchase; others thought of the incentive as getting twice the amount of food.

In 2016, Rodale Institute matched over two thousand-five hundred dollars in SNAP market sales. By tracking the subsidized incentive, we were able to document that SNAP usage nearly tripled from the previous season. Word of mouth and a more aggressive marketing campaign seemed to be the driving forces that resulted in increasing SNAP purchases.



Objective 3: Develop and deliver a series of market based cooking classes held at the 7th Street market.

During the 2015 season, Cooking Matters, a nonprofit healthful eating organization, assisted in facilitating our food demonstrations. They are housed under the Second Harvest Food Bank and have successfully operated cooking classes all over the Leigh Valley. The market manager relied heavily on their organizational experience on how to engage the Allentown community. They utilized recipes that were successful in other classes and collaborated with RI by making dishes that highlighted seasonal vegetables available at the market. Cooking Matters also recruited community volunteer cooks to help with the demonstrations. Marisa Wagner, Rodale Institute staff member, designed nutrition fact sheets for each recipe and interacted with class attendees that had more direct questions. These demonstrations took place over a period of twelve consecutive weeks and averaged eight attendees per class, for a total of one hundred attendees over the season.

In 2016, the location of the market changed from 7th Street to the Sacred Heart Hospital Sigal Center. Cooking Matters continued our partnership at the new site and continued to use local volunteer cooks and chefs. Kristina Parise, Cooking Matters, served as the volunteer/intern for the demonstrations held at the Sacred Heart Market. There were a total of ten classes held with an average attendance of sixteen participants. The foot traffic was a higher volume at this new site, and even though there were two fewer classes compared to the prior season, there were over one-hundred fifty participants for the season.





Objective 4: Deliver an annual “Healthy Eating Challenge” for the YMCA-YWCA market.

In 2015, unforeseen obstacles arose within the administrative leadership of our partner organization, the Allentown YM/YWCA, which deterred the planning of the “Healthy Eating Challenge”. The primary champion and motivation for this initiative was the C.E.O. of the organization, Jim Finchum; however, he left the Y mid-way through the 2015 market season without delegating the project to another staff member. It was difficult to reconnect with the new leadership in a timely manner to effectively promote the program and enroll local participants. Lastly, the original design of the program included volunteer nurses or physicians taking base-line medical data from residents. However, upon further reflection, Rodale Institute, the Allentown YMCA/YWCA and the Allentown Health Bureau realized that this model would also require an effective infrastructure for managing medical records that would not violate HIPPA laws; the project would need to be redesigned to utilize the strengths of participating organizations.

Instead of a “Healthy Eating Challenge” in 2016, the market manager designed an eight week cooking demonstration series similar to the one implemented at the Sacred Heart Farmers’ Market and was based on the design derived from the partnership between Rodale Institute and Cooking Matters. Local chefs and residents were recruited as cooking volunteers. Nutrition education was also used from previous work with our nutrition education volunteers. The *Organic Allentown Farmers’ Market* intern also assisted with recruiting chefs programming logistics.

Beneficiaries:

Baseline Information:

In 2014, Rodale Institute’s Organic Market on 7th St. achieved \$1,900.00 in sales from June through the beginning of September, supported one additional regular vendor and 1 drop-in vendor. This market did accept FMNP checks, however there were almost no SNAP transactions even though the market supported SNAP payments.

2014 Statistics:

Rodale Institute Organic Market on 7th:

St. Luke’s Lutheran Church 417 N. 7th St. Allentown, PA 18102

- Held 3 cooking and nutrition education demonstrations.
- Almost no purchases with SNAP benefits, although very successful WIC FMNP coupon redemption.

In 2015, the season of the farmers’ markets lengthened from June into mid-October, and sales increased seven fold. Use of FMNP increased and 10% of shoppers utilized SNAP benefits.

2015 Statistics:

Rodale Institute Organic Market on 7th:

St. Luke’s Evangelical Lutheran Church 417 N. 7th St. Allentown, PA 18102

- 6 Participating Organic Vendors
- Partnered with Cooking Matters and held 12 cooking and nutrition education classes averaging 8 attendees per class
- Averaged approximately 50 guests per week
- Distributed approximately 2,500 lbs. of organic produce over the market season.
- www.facebook.com/rodaleinstituteorganicmarketon7th

Rodale Institute Organic Market at the Y:

YMCA/YWCA 425 S. 15th St. Allentown, PA 18102

- 12 Participating Organic Vendors
- Averaged approximately 75 guests per week
- Distributed approximately 4,800 lbs. of organic produce over the market season.
- www.facebook.com/rodaleinstituteallentownmarket

2016 Statistics:

Rodale Institute Organic Market at Sacred Heart:

Sigal Center – 450 W. Chew St. Allentown, PA 18102

- 6 participating vendors; 3 are committed for weekly operation and 3 rotating vendors
- Continue partnership with Cooking Matters for the 12 cooking and nutrition classes, but raise attendance from 8 to 16 participants.
- Increased guest attendance from 50 to 100 (weekly average)
- Increased amount of organic produce distributed from 2,500 lbs. to 5,000 lbs. (over the entire season).

Rodale Institute Organic Market at the Y:

YMCA/YWCA – 425 S. 15th St. Allentown, PA 18102

- Implemented a consignment program with 2 local vendors
- Held 8 consecutive weekly cooking demonstrations at the site with an average attendance of 12 individuals.
- Attendance averaged about 50 per week
- Distributed approximately 4,500 lbs of organic produce over the market season.

The primary beneficiaries of our organic markets were the community members (both low-income and average-to-above-average income) that purchased our organic food products. Allentown is faced with high rates of poverty, unemployment and crime. These economic pressures have left the third largest city in Pennsylvania with large swaths of low access and food insecure neighborhoods. In fact, there are areas of the City deemed to be a “food desert” by the USDA. Low access food areas and “food deserts” present challenges to the residents whom are looking to purchase local, organic, and healthful foods. The Allentown Health Bureau is particularly concerned with the rise of behavioral diseases such as diabetes, obesity and heart disease. Without access to local, organic produce, residents are forced to purchase their groceries

from corner stores, convenience markets and fast-food establishments. How our markets impacted shoppers that participated is further described through the responses to our surveys.

Secondary beneficiaries include the participating community partners. Both the nonprofit and for-profit organizations gained positive public relations stories, grew closer to the Allentown community overall, and help connect residents they met through the markets to other programming that their organizations offer.

Tertiary beneficiaries include the small organic and transitioning organic farms and businesses that vended at our markets. For many of the businesses, these markets were their first attempt at selling their products to the public. They were able to accept SNAP transactions by means of our token system, which allowed them to concentrate on their core business issues that occur during the first few years of opening. Our markets were unintimidating environments for businesses to experiment and try new ideas without endangering their core source of revenue. Sometimes businesses realized that farmers' markets were not a good match for their business model. Two of our first vendors, an organic dessert baker and coffee roaster decided to leave our market at the Y after the first season. They realized that farmers markets were not their desired venue. They then forged a partnership and opened a café together in the nearby City of Bethlehem, PA. Our market at the Y was a crucial step in introducing them and inspiring the next step in their business development.

Located in northeast Pennsylvania, Allentown is the largest City in the Lehigh Valley and the third largest city in Pennsylvania. The area has a rich history of agrarian and industrial economies. As Allentown and the Lehigh Valley economy developed, there was a significant shift from farming and agriculture to industry and manufacturing. This economic growth was supported by a high demand for steel and other manufactured products which were easily transported by rail and waterways to both Philadelphia and New York Cities. As globalization developed in the twentieth century, the manufacturing jobs that were driving the success of Allentown and the greater Lehigh Valley came under pressure of outsourcing to other global markets with more competitive wages. The outsourcing of manufacturing jobs created an economic windfall leading to higher rates of poverty, under-education and crime.

In recent years, the economy of Allentown and the Lehigh Valley has seen growth for the first time since the loss of manufacturing based jobs. However, this new growth is primarily driven by service based economic sectors of the medical and hospitality services. Although the resurgence of the service-based jobs has stabilized Allentown's economy, both medical and hospitality service jobs pose challenges of entry for Allentown's high-risk population. Educational opportunities are lacking, and this creates a barrier for entry into medical services. Hospitality service jobs tend not to offer upward mobility, fair wages or benefits.

[https://en.wikipedia.org/wiki/Allentown, Pennsylvania](https://en.wikipedia.org/wiki/Allentown,_Pennsylvania)
<http://www.allentownpa.gov/Play/History>

Allentown Demographic Data:

Sex: Male 48.2%, Female 51.8%

Race/Ethnicity: Caucasian American 40%; African-American 9.7%; Hispanic/Latino 46% (27.1% specifically identify as Puerto Rican); Native American/North American Native 4%; Asian-American 1.7%

Economic: Unemployment rate of 10%; Living in Poverty 27%; Median Household Income of \$35,500

<http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

Demographic Composition of Rodale Institute Organic Allentown Farmers' Market Customers:

This data was collected from surveys given out at both market locations at the end of the 2016 season with a total of thirty-six surveys collected.

83% Female, 17% Male

58% are the ages from 25-44

22% Spanish speaking, Hispanic/Latino

64% White

6% African-America

3% Asian, Pacific Islander

25% of respondents had some level of college education with no degree (25% B.A.)

42% \$25,000 - \$49,000 earned yearly salary.

25% of shoppers utilize public assistance.

78% of shoppers have shopped at our organic markets last season.

81% of shoppers felt our prices were just right.

89% of shoppers have shopped at farmers' markets previously.

58% of shoppers did not know our market provided a Double Snap incentive.

50% of shoppers heard about our market through print, social media, word of mouth.

50% of respondents do garden at home.

33% of respondents attended events/workshops at RI

50% of shoppers purchased value added items.

83% of respondents wanted more variety of fruits.

Prior to our market opening, shoppers bought organic products 10% (always), 64% (sometimes.), 11% (never)

After the market opened, market customers bought organic products 19% (always), 72% (sometimes) and 6% (never).

Attitude Changes

81% of respondents felt more connected to food source by (AG/GA)

86% of respondents felt it increased appreciation for leading a healthy life (GD/GA)

70% of respondents felt more confident in food prep/cooking (AG/GA)

89% of respondents felt it increased appreciation for organics (AG/GA)

89% of respondents felt a stronger connection to the natural environment. (AG/GA)

75% of respondents felt a stronger commitment to community.

80% of respondents feel more committed to work on issues in our local food system. (AG/GA)

Behavioral Changes

84% of respondents ate more fresh fruit and veggies (AG/GA)

86% of respondents ate more locally grown, organic food (AG/GA)

81% of respondents provided healthy food choices for family/self (AG/GA)

81% of respondents wanted to be healthier (AG/GA)

80% of respondents felt it improved their overall quality of life. (AG/GA)

- AG = a great deal
- GA = a good amount

Lessons Learned:

There have been many lessons learned over the past two seasons of operating *Rodale Institute's Organic Farmers' Markets*, both successes and challenges that have helped us to alter the model and serve more people. The two primary challenge areas were:

- Vendor recruitment in low access neighborhoods; and
- Educating and shifting attitudes of potential beneficiaries in low-income and low-access communities towards local, organic foods.

Vendor recruitment posed a significant challenge as it proved difficult to balance the sales goals of the entrepreneurs while remaining committed goal of increasing local, organic food in low-access neighborhoods. The farmers' and business' highest priorities were increasing their sales; even if they did support our mission of increasing local, organic food access, in order to sustain their business, they had to see a profit in participating. Conversely, shoppers concerns were price driven and consistently searched for culturally appropriate foods over local, organic foods.

During the 2015 recruiting process, the market manager found the competition for local vendors was quite high. Many of the established organic farms and businesses had already committed to highly successful regional farmers' markets. The businesses were extremely tentative about joining our fledgling markets. However, our markets were very appropriate for very new businesses that were willing to take a chance on a new market and had concerns about not being able to keep up with their supply demands from busier markets. Our decision to waive market fees was also an attractive incentive for joining our markets.

The market manager was initially able to attract seven vendors to the market on 7th street and twelve vendors to the Y market. The market at 7th Street experienced a lack of guest traffic and sales almost immediately after the grand opening. In fact, the market sales remained flat even after a pilot year of operating a farm stand. Gradually, vendors began to leave for the Y market and other area farmers' markets. The vendors felt that the sales were too low and that the location was poor as it was set back in the St. Luke's parking lot away from the street. Although the 7th Street location did have loyal shoppers that came frequently, averaging fifty guests per week, after a grocery chain opened in late August 2015 a half a block away, the sales began to decrease further. This ultimately led to the decision of the advisory board to change the location of the market to Sacred Heart Hospital for the 2016 season.

On the other hand, the market at the Y proved to be quite successful after the grand opening and remained consistent with sales until late July. The average sales were twice as high as the 7th street market and the average attendance was seventy-five people per week. However, as the season moved into August and September sales began to slow and vendors gradually left. A significant challenge was the number of varying farmers' markets in the Lehigh Valley. Although RI's farmers' markets are the only ones currently located in the city of Allentown, the region is also located near suburban and rural communities that all have their own farmers' markets. This made it easy for farms and businesses to look for other markets to sell their products.

It became evident that in order to continue the organic markets, the model needed to be altered. Without successfully retained vendors, the market does not attract as many customers nor generate additional vendor fees. Research uncovered other successful models in urban centers that would also work in the low-access neighborhoods of Allentown. Based on a small aggregation food hub model, the market purchases local, organic products from businesses at their wholesale rates and resells them to the public at their desired retail prices. This model supports the local, organic businesses by purchasing products directly while removing the onus for the business to physically vend at the market. Most farmers and businesses find farmers markets to be a large investment of time and labor limiting the number of locations where they can sell. This is the main contributing factor driving them to find the most successful weekend market.

The market manager adopted this local, organic food aggregation concept for the 2016 season at both market locations, and found it to be very successful. Vendors were highly appreciative of product sales and were quite amenable to selling to our market at their wholesale rates. They also appreciated not having to man and operate yet another market location. This model also successfully diversified the organic products offered to shoppers. Diversity of products is very important for farmers' markets as both low-income and higher-income guests hold convenience to be very important in their decision of where to shop. They would like to shop at one or two places that carry multiple products, and not only fruits and vegetables.

Secondly, culturally appropriate products and an inviting market atmosphere were integral to the success of the markets. When the market manager invited passersby to take a look at their market, the most common response was, "It's not for me." After holding a community meeting that was facilitated via a Local Foods, Local Places grant, many community members expressed the challenge that local, organic food could be expensive and out-of-reach for low-income community members. Many members of the community had also immigrated from sub-tropical climates and were used to preparing foods for their families grown from their home regions. Many people did not know how to prepare produce from temperate climates, and so avoided the markets in the cooler season. Cynthia James, ASC Program Manager, surveyed community members to ask them which foods they would like to see at our markets and altered her field plans to accommodate types of produce requested that could be grown in our climate such as Aji Dulce peppers for Sofrito and Calabaza squash. Offering cooking demonstrations to educate the community about how to handle and prepare foods they may not have experience with improved and will continue to improve participation in the market. We would also plan to involve local

volunteers to prepare cultural staples at cooking demonstrations to encourage even more local traffic.

Through communication and the support of our community partners, we were able to educate consumers on exactly why local, organic food production is important for our local economy as well as the health of our soils and environment. Many of the minority populations in Allentown feel alienated from community at large. The idea that local, organic food was not for them was perpetuated by the fact that the marketing of local, organic produce is never directed to the low-income population. Moreover, the low-income population needs to be invited into participating in the local, organic food economy through culturally-appropriate, welcoming and directed marketing.

Other interesting findings were the discovery of the gender and generational gaps. Eighty-three percent of our shoppers were female. More marketing and outreach should be designed to invite men to participate in the local, organic food economy. This gender gap crosses all socioeconomic and ethnic categories. Men need to be more engaged and educated about the importance of including more local, organic produce in their diets. There was also a significant generation gap. Younger millennial singles and families embraced the organic markets' mission of supporting a local, organic food system. Millennials generally are more open to and supportive of such issues as climate change and producing food within a local, organic and sustainable system than generations within the community. Their participation also crossed ethnic and socioeconomic demographics.

Rodale Institute addressed the issue of affordability of products in a few ways. Residents who receive SNAP and WIC benefits were able to use their benefits at our markets, and the SNAP users were given fifty percent off of their organic produce purchases. We simultaneously promoted the Rodale Institute ASC (farm-share) program, which customers could pick up at the markets and utilize their Double SNAP incentive. Our ASC program allows for a flat weekly payment of a mixed box of seasonally diverse produce, which significantly lowers the barrier for low-income residents to participate. In the 2016 season, Rodale Institute also implemented an "ugly" fruit bin that sold slightly imperfect organic produce for twenty-five cents per piece.

Although Rodale Institute's Organic Farmers' Markets faced various challenges, the program as a whole was very successful. Shoppers gained education on what organic agriculture entails, the importance of "knowing your farmer", and the rights that we have as consumers to ask questions about how our food is grown. They also were able to utilize our markets as hubs to ask our interns questions about growing and harvesting food in their home gardens. Our cooking demonstrations educated shoppers on how to prepare and cook food while incorporating more organic produce in their diets. Our markets also created a fun, family-friendly atmosphere for our shoppers to pick up some groceries, and to interact with various community and government organizations. Even though most of our vendors typically moved on to other markets, this could also be considered a success. The first experience of our markets gave them the confidence to venture out to other higher volume locations; our markets supported new, local, organic farms and businesses in their first retail endeavor. Our vendors were very appreciative of the opportunity to learn what exactly worked and did not work for their business plan.

Appendices

Appendix 1 – Organic Allentown Logo

Appendix 2 – Marketing/Promotional Market Materials

Appendix 3 – Media Articles and Coverage – Web Links

Appendix 4 – 2016 Vendor Guidelines

Appendix 5 - Social Media Contact Information for Organic Allentown Farmers' Markets
Participating Vendors

Appendix 6 – Recipe Sample and Nutritional Information Sheet from Cooking Demonstration

Appendix 7 – Post Program Survey 2016

Appendix 8 – Project Photos

Appendix 1 – Organic Allentown Logo



Appendix 2 – Organic Allentown Farmers' Markets Promotional Materials – Samples

Market Banner -



Market Flyer (English) –



THURSDAYS
3PM TO 6PM
JUNE 2 – OCT 27
450 W. CHEW ST,
ALLENTOWN, PA 18102



SATURDAYS
9AM TO 1PM
JUNE 4 – OCT 29
425 S. 15TH ST,
ALLENTOWN, PA 18102

FOR MORE INFORMATION CALL 610-683-1474 OR
EMAIL JESSE.BARRETT@RODALEINSTITUTE.ORG



SNAP ACCEPTED AT MARKET AND PARTICIPATES IN THE
DOUBLE SNAP PROGRAM FOR PRODUCE PURCHASES.

Market Flyer (Spanish) -



Piensas que no tiene suficiente dinero para comprar productos orgánicos locales?



Con los **Beneficios de SNAP**, Allentown Orgánico ofrece productos orgánicos locales a precios razonables!

\$1 SNAP = \$2 Productos

¿DÓNDE PUEDO UTILIZAR ESTOS BENEFICIOS DE SNAP?



**PRECIO FIJOS SEMANALMENTE
PARA 1-2 BOLSAS DE PRODUCTOS
ORGÁNICOS DE TEMPORADA MIXTO!**

\$15 y \$25 semanales las opciones sobre acciones disponibles en dos lugares convenientes de Allentown!

Para ser miembro:
Contactar a Cynthia James:
cynthia.james@rodaleinstitute.org
610-683-1439

FARMERS MARKETS

RODALE INSTITUTE ORGANIC FARMERS MARKET EN LA 7TH

St. Luke's Evangelical Church
417 N. 7th St.
Sabado. 10 am - 2 pm
Comenzando Junio 13

RODALE INSTITUTE ORGANIC FARMERS MARKET EN LA Y

YMCA / YWCA
425 S. 15th St.
Sabado. 9am - 1pm
Comenzando Junio 6

Organic Allentown Farmers' Markets Billboard – Adams Outdoor -



client signature: _____ date: _____

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It is illegal to reproduce this idea in any form, whether in-part or whole.
Any approved reproduction of this idea shall incur applicable release charges.

Markets Frequent Shopper Incentive Card -



Appendix 3 - Media Articles and Coverage – Web Links

- “Rodale Institute, Allentown to open two farmers' markets in city” Jennifer Sheehan, Morning Call, January 30, 2015 <http://www.mcall.com/news/local/mc-rodale-organic-farmers-markets-allentown-20150130-story.html>
- “2015 farmers markets: Opening dates, schedules for Lehigh Valley, northwest New Jersey” Kelly Huth, Lehigh Valley Live / Express-Times April 17, 2015 http://www.lehighvalleylive.com/food/index.ssf/2015/04/2015_farmers_markets_opening_d.html; http://www.lehighvalleylive.com/allentown/index.ssf/2015/06/allentown_debuting_two_organic.html
- “Rodale Institute in Maxatawny Township gets \$46,442 federal grant” Reading Eagle, April 2, 2015 <http://readingeagle.com/news/article/rodale-institute-in-maxatawny-township-gets-46442-federal-grant>
- “Hires and Promotions at Lehigh Valley Businesses” MCall.com, April 23, 2015 <http://www.mcall.com/business/mc-new-hire-play-0424-20150423-story.html>
- “Where to Find Lehigh Valley Farmers’ Markets” Jennifer Sheehan, MCall.com, April 28, 2015 <http://www.mcall.com/features/food/mc-lehigh-valley-farmers-markets-20150428-story.html>
- “Farmer’s Market Map” Jennifer Sheehan, MCall.com, April 28, 2015 <http://www.mcall.com/features/food/mc-html-farmers-market-map-htmlstory.html>
- Mitch Hanna City Center Posting, Organic Farmers’ Markets Every Saturday http://citycenterlehighvalley.com/organic-farmers-market-every-saturday-just-blocks-strata/?utm_campaign=shareaholic&utm_medium=facebook&utm_source=socialnetwork
- <https://commons.sustainlv.org/communities/food-policy-council/>
- “Rodale Institute Organic Farmers’ Markets”, Lehigh Valley Style, July 17, 2015 <http://www.lehighvalleystyle.com/Blogs/Notes-From-the-Style-Desk/July-2015/5-Things-You-Need-to-Do-in-The-Valley-This-Weekend/>
- “Organic Food & Vertical Gardening on LV Discourse”, NPR-WDIY, Shamus McGrogan, October 2, 2015 <http://wdiy.org/post/organic-food-vertical-gardening-lv-discourse>
- PBS Focus on What Matters, October 26, 2015 <https://www.youtube.com/watch?v=U3r295NeJo0>

- Rodale Institute Brings Oasis to Allentown Food Desert, Allentown Morning Call, Kayla Dwyer, June 6, 2015 <http://www.mcall.com/news/local/eastpenn/mc-allentown-rodale-organic-market-20150606-story.html>
- Rodale Brings Organic Gardens to Allentown, Jennifer Sheehan, MCall.com, May 15, 2015<http://www.mcall.com/features/food/mc-rodale-organic-garden-installation-20150515-story.html>
- “Lehigh Valley Farmers Markets: Which will Close, Which Will Stay Open”, Jennifer Sheenan, MCall.com, October 27, 2015 <http://www.mcall.com/features/food/mc-lehigh-valley-farmers-market-wrap-up-20151027-story.html>
- Newsmaker Q&A: Jeff Moyer, New Head of Rodale Institute, Jennifer Sheenan, MCall.com, September 28, 2015 <http://www.mcall.com/news/local/mc-newsmaker-qa-rodale-moyer-20150926-story.html>
- Rodale Institute Announces Opening Dates for the Organic Allentown Farmers Market Season, The Valley Ledger, June 1, 2016 <http://www.thevalleyledger.com/?p=16037>
- “Research, Education and Outreach”, Lehigh Valley Style, Stacey Solt, October 2015 <http://www.lehighvalleystyle.com/October-2015/Research-Education-Outreach/index.php?cparticle=2&siarticle=1>
- Crossroads, April 1, 2015 <https://renewlv.wordpress.com/2015/04/01/usda-awards-100000-in-grants-to-lehigh-valley-food-policy-council-partners-to-help-snap-participants-afford-healthy-foods/>
- Comparing Different Models of Farmers’ Markets in Urban Neighborhoods, Rodale Institute, December 22, 2016<http://rodaleinstitute.org/comparing-different-models-of-farmers-markets-in-urban-neighborhoods/>
- “Is There a Market for Organic Foods in Urban Neighborhoods”, Rodale Institute December 19, 2016 <http://rodaleinstitute.org/is-there-a-market-for-organic-foods-in-urban-neighborhoods/>
- Farm-Fresh Food and Friendly Faces, Rodale Institute, August 16, 2016 <http://rodaleinstitute.org/farm-fresh-food-and-friendly-faces/>



Rodale Institute Atown Farmers Markets.mp3

Appendix 4 – Social Media Contact Information for Organic Allentown Farmers’ Markets Participating Vendors

Rodale Institute:

www.facebook.com/rodaleinstituteorganicmarketon7th

www.facebook.com/rodaleinstituteallentownmarket

www.rodaleinstitute.org/allentown

The Wayfare Baker:

<https://www.facebook.com/search/top/?q=the%20wayfare%20baker>

<http://www.thewayfarebaker.com/>

Valley Milkhouse:

<http://www.valleymilkhouse.com/>

<https://www.facebook.com/search/top/?q=valley%20milkhouse>

Amurie Organics:

<https://www.facebook.com/AmurieOrganics>

www.amurie.com

Monocacy Coffee Co.:

www.facebook.com/monocacycoffee

www.monocacycoffee.com

V-ish Vegan Food Co.:

www.facebook.com/vlishvegansoupcompany

Saxman Breads:

<http://www.saxmanbreads.com/>

Hermosa Soap Co.:

www.facebook.com/hermosasoaps

<https://www.hermosasoaps.com>

Made By Lino:

www.facebook.com/withlovebylino

www.madebylino.com

Real Gardens Farm Stand:

www.realgardensfarmstand.com/

The Westford Sugarworks Organic Maple Farm:

https://www.facebook.com/westfordsugarworks/?hc_ref=SEARCH

Appendix 5 – 2016 Market Guidelines - Excerpt

2016 GUIDELINES AND PROCEDURES FOR THE RODALE INSTITUTE ORGANIC FARMERS' MARKETS

PLEASE READ THESE REGULATIONS CAREFULLY BEFORE SIGNING YOUR APPLICATION AND KEEP A COPY FOR YOUR RECORDS. ADHERENCE TO THESE PROCEDURES WILL RESULT IN EFFICIENT OPERATIONS FOR ALL PARTIES CONCERNED.

I. RODALE INSTITUTE ORGANIC FARMERS' MARKETS

The Rodale Institute Organic Farmers' Markets are coordinated by Rodale Institute and various community organizations. The Markets will provide a regular outlet for vendors of organic and local produce and other products, as well as providing a fun and healthy activity for both communities in the City of Allentown. For more information about Rodale Institute Organic Farmers' Markets please contact Jesse Barrett, Organic Allentown Program Manager:

Rodale Institute
611 Siegfriedale Rd.
Kutztown, PA 19530
610.683.1474 (Office)
484.894.8448 (Mobile)
jesse.barrett@rodaleinstitute.org

MARKETS LOCATIONS, DATES AND TIMES:

Rodale Institute Organic Market at Sacred Heart
Sacred Heart Hospital
450 West Chew St. Allentown PA, 18102
Thursdays, June through October
3:00 PM to 6:00 PM

Rodale Institute Organic Market at the Y
15th St. YMCA
425 South 15th St. Allentown PA, 18102
Saturdays, June through October
9:00 AM to 1:00 PM

II. PRODUCTS SOLD AT RODALE INSTITUTE ORGANIC FARMERS' MARKETS

The Rodale Institute Organic Farmers' Markets will provide local farm products to the City Allentown. Items include, but are not limited to:

- A. Organic fruits and vegetables.
- B. Organic, farm fresh products such as herbs, cut flowers, potted plants, nuts, honey, beeswax, dairy products and eggs.
- C. Organic, value-added farm foods including jellies, jams, preserves, cider, juices, syrups, salsas, dried fruit and salad dressings, processed farm foods must be produced by the vendor from organic ingredients. Vendors, or their families, must have personally cooked, canned, baked, preserved or otherwise treated the product they sell. All process foods must have the proper permits and licenses as required by the City of Allentown, Lehigh County and the Commonwealth of Pennsylvania.
- D. Flowers and other value-added farm products – bouquets, wreaths, roping, arrangements and displays of fresh and dried flowers, vines and gourds.
- E. Organic processed foods such as baked goods such as pastries, granola, cookies, muffins, breads, pies and related take-home desserts; pasta, preserved foods, jams and juices not prepared on site. The vendor must be an active owner/operator of the business and may not be operating under a franchise agreement. Processed foods must be produced by the vendor from organic ingredients. No commercially prepared dough mixes, crusts, shells or fillings are allowed. All processed foods must have the proper permits and licenses required by the City of Allentown, Lehigh County and the Commonwealth of Pennsylvania. Organic prepared food includes fresh food products that the vendors themselves have processed into products offered for sale at Rodale Institute Organic Farmers' Markets on 7th. These products are ready to eat and may be packaged. A copy of the vendor's commercial kitchen or processing permit is required with the application.
- F. Organic prepared food includes fresh food products that the vendors themselves have processed into products offered for sale at Rodale Institute Organic Farmers' Markets. These products are ready to eat and may be packaged. A copy of the vendor's commercial kitchen or processing permit is required with the application.
- G. Artisan and craft items made by hand by the individual artist or their family. Imported, commercial, franchise sales (i.e., Amway, Avon, Princess House, mass produced items) are **NOT** permitted.
- H. RODALE INSTITUTE ORGANIC FARMERS' DO NOT ALLOW THE SALE OF:
 - Food items that are not USDA Certified Organic
 - Commercial or imported items
 - Second hand items (Exception: Those vendors who take a second hand item and recycle that item into a new use.)
 - Franchises
 - Non-owner operated businesses

III. RODALE INSTITUTE ORGANIC FARMERS' MARKETS DETERMINATION OF PARTICIPATION AND STALL ASSIGNMENTS

Appendix 6 –Nutritional Information Sheet and Recipe Sample from Market Cooking Demonstration

Nutritional Information Sheet - Ratatouille

Eggplant

Eggplants are high in Vitamins A and C, Calcium and Potassium. They are great as sautéed vegetables. Eggplants come in many varieties, shapes and sizes and are all equally delicious.

Bell Peppers

Peppers are high in Vitamins A and C, Calcium, Potassium and Magnesium. Peppers are great as a snack raw or can be sautéed. Bell Peppers come in many colors such as green, red, yellow, and orange, each with a slightly unique flavor.

Zucchini

Zucchini are high in Vitamin A and C, Calcium, Potassium, and Magnesium. Zucchini are commonly known as summer squash. The two most popular varieties are the black beauties and the crookneck yellow squash.

Tomatoes

Tomatoes are one of the few vegetables that can have enhanced nutrition after cooking. Sautéing tomatoes or making tomato sauce enhances the amount of lycopene. Tomatoes are high in Vitamins A and C, Calcium, and Potassium.

Olive Oil: vegetable oil

Olive oil is high in Vitamin E. It is an unsaturated fat, which is easier for the body to break down. Olive oil along with other fats helps to absorb vitamin soluble vitamins such as A, D, E, and K. The oil in the pesto helps the body to absorb the vitamin A in the basil more easily.

Garlic: an aromatic, flavor-enhancer

Enjoy garlic raw or cooked in salads, stir-fries, sauces and stews. Eating garlic regularly may reduce atherosclerosis and the risk of stomach and colorectal cancers. Garlic's rich phytochemical content delivers its potential cholesterol-lowering and cancer-fighting characteristics.



Ratatouille

Ingredients:

1/4 cup olive oil, plus more as needed

1 teaspoon minced garlic

1 medium diced eggplant, skin on

1 diced green bell peppers

1 diced zucchini squash

3- 4 chopped tomatoes

Salt and freshly ground black pepper

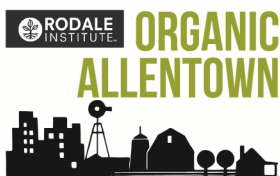
Parmesan Cheese (Optional)

Fresh chopped basil (Optional)

Directions:

1. Use a large sauté pan to heat oil
2. Add in eggplant and cook for about 5 minutes until the eggplant begins to caramelize.
3. Then add in the pepper and the zucchini and cook for about another 5 minutes.
4. Finally add in the garlic and then the tomatoes last and cook for another 5 minutes.
5. Season with salt and pepper to taste.
6. Top with parmesan and fresh chopped basil if desired.





Post Program Survey 2016

Rodale Institute is always looking for ways to improve our programs and make your experience better. Please take a moment to complete this short survey. It will help us know how we're doing, and how we can better serve your needs in the future.

1. Have you ever previously shopped at our farmers market this season or last? ☐ Yes ☐ No
2. How do you feel about our product prices? ☐ Too High ☐ Just Right ☐ Too Low
3. Tell us what products you bought. Are there any products you would like to see?

4. Have you ever previously shopped at any farmers market? ☐ Yes ☐ No
5. Do you utilize public assistance such as SNAP or WIC Farmers Market Coupon Checks?
 ☐ Yes ☐ No
6. Are you aware our farmers market participates in Double SNAP? ☐ Yes ☐ No
7. How did you hear about the Organic Allentown Farmers Markets?
 ☐ Print ☐ Radio/TV ☐ Word of Mouth
8. Prior the organic market opening, how often did you purchase organic products at the supermarket?
 ☐ Always ☐ Sometimes ☐ Never
9. After shopping at the organic market, how often will you purchase organic products at the supermarket?
 ☐ Always ☐ Sometimes ☐ Never
10. Do you have a garden at home?
 ☐ Yes ☐ No
11. Have you attended any events or classes at the Rodale Institute? ☐ Yes ☐ No
 If so, what events? ☐ Cold Crop Plant Sale ☐ Spring Open House ☐ Apple Festival
 ☐ Other _____
12. What suggestions do you have to help us publicize to the community? Program improvements?

Attitude Changes

Please indicate to what extent Rodale Institute's Organic Allentown Program has helped you to...	A great deal	A good amount	Not too much	Not at all	Don't know
a) Feel more connected to my food source	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Increase my appreciation for leading a healthy life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Feel more confident in my food preparation skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Increase my appreciation for organic farming, gardening and food production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Feel a stronger connection to the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) Feel a stronger connection to my local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) Feel more committed to work on local food system issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Behavior Changes

Please indicate to what extent Rodale Institute's Organic Allentown Program has helped you to...	A great deal	A good amount	Not too much	Not at all	Don't know
a) Eat more fresh fruits and vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Eat more locally produced organic food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Provide healthy food for my family and myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Be healthier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Improve my overall quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

☐ ☐ ☐ ☐

Demographics

These last questions are about you.
The information will be used to help categorize your answers.

D1. What is your gender?

☐ Female ☐ Male

D2. Which of the following includes your age?

☐ 17 or younger ☐ 35 – 44
☐ 18 – 24 ☐ 55 – 64
☐ 25 – 34 ☐ 65 years or older.

D3. Are you Spanish, Hispanic or Latino?

☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic/Latino

D4. What is your race?

(Mark one or more races to indicate what race you consider yourself to be.)
☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D5. What is the highest degree or level of school you have completed?
(mark one box)

☐ 12th Grade or less, no diploma
☐ High school diploma
☐ Some college, no degree
☐ Associate's degree (e.g. AA, AS)
☐ Bachelor's degree (e.g. BA, AB, BS)
☐ Graduate degree or professional degree

D6. How much do you anticipate your household's total income before taxes will be for the current year?
(Please include in your total income money from all sources for all persons living in your household.)

☐ Less than \$15,000
☐ \$15,000 to \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$74,999
☐ \$75,000 to \$99,999
☐ \$100,000 or more

Appendix 8 – Project Photos





